

MAPOR NEWS

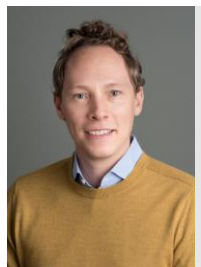
Research Excellence | Leadership | Student-Friendly

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Key Highlights:

- Presenting MAPOR's 2022 Conference theme: Turbulent Times: Public Opinion Research in a Changing Landscape.
- MAPOR @ AAPOR: See fellow MAPORites at AAPOR May 11th-13th.



A Message from the President:

By: Kevin Ulrich, MAPOR President, University of Chicago Survey Lab

Happy spring, MAPOR! Spring brings us the **annual AAPOR conference** being held in-person in Chicago, May 11-13, at the Sheraton Grand Chicago. We invite you to join the Executive Council at the New Member/All Chapter/Affinity Group Welcome Reception on Wednesday, May 11, from 6:30-7:30 PM. If you are at AAPOR, please stop by our booth in the Riverwalk Ballroom and mingle with some of your Executive Council members! We will be holding a raffle with some great Chicago-themed prizes.

MAPOR is again sponsoring the **AAPOR All Chapter party** during the conference. This year's party will be held at Lizzie McNeil's on Thursday from 8:00-11:00 PM. Lizzie McNeil's is just across the street from the conference hotel and will have some seating along the beautiful Chicago riverfront. We hope to see you there. Please see Communications Coordinator Benjamin Schapiro's column highlighting some of our MAPOR members' scholarly contributions to this year's conference.

A key function of our organization is finding ways to provide educational opportunities to our members. Keeping with this mission, the **Online Learning Committee** recently completed our first webinar series of the year, "Tidy Survey Analysis in R: Workshop Series". Executive Council member Rebecca Powell, along with Stephanie Zimmer and Isabella Velásquez, presented the series over three consecutive Fridays. We had a record number of attendees to this series! Given the financial strength of our organization, and an understanding that funds for professional development may have been scaled back during the pandemic, we were able to offer

this webinar series at a significantly reduced rate. Stay tuned for our next webinar series to be announced in the next few weeks.

We are pleased to continue the **MAPOR student Fellowship program**, overseen by the Awards, Grants, and Support Committee. The fellowship program provides a unique opportunity for students to work with a MAPOR fellow and receive guidance on the development of an original research project. The selected students are each awarded \$250 and receive free registration to the MAPOR conference. **This year's student fellowships have been awarded to Linh Nguyen from the University of Groningen and Charlene Stainfeld from The Ohio State University.** They will be matched with two MAPOR fellows based on the topic of their abstracts, and we will announce the abstracts after they have been paired with an appropriate MAPOR fellow.

Our conference committee, led by Conference Chair Leah Dean and Associate Conference Chair Patrick Hsieh, has been hard at work planning for MAPOR's 47th annual conference. Leah will announce the conference theme in her column, and we will soon send out a call for submissions.

Your Executive Council continues to search for useful ways to serve the membership. The Executive Council continues to meet monthly to plan for the annual conference and generate new opportunities for membership. If you are interested in our activities, I invite you to check out the meeting minutes on the MAPOR website. And as always, if you have any ideas or feedback about how we can better serve you or other members, please send me an email at president@mapor.org.



MAPOR Conference 2022

By: Leah Dean, Conference Chair, RTI International

Turbulent Times: Public Opinion Research in a Changing Landscape

Planning for the 47th annual MAPOR conference is underway. Most of us can agree that over the past few years we've seen some substantial (and surprising) shifts in both the way our work is conducted and the results of our work. Combined with the fact that this is a midterm election year, the council and I are pleased to announce that this year's conference theme will be "Turbulent Times: Public Opinion Research in a Changing Landscape."

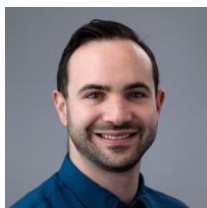
The council and I are also pleased to announce the speakers for this year:

Short Course: Kristin Olson, University of Nebraska-Lincoln

Pedagogy Hour: Jill Dever, RTI International

Keynote: Charles Franklin, Marquette University

The conference will be held at the Embassy Suites Chicago Downtown. Stay tuned for more details on a possible virtual option and for the call for abstracts. The council and I are excited for this theme and group of speakers. I look forward to seeing the submissions it generates for MAPOR membership.



MAPOR @ AAPOR

By: Benjamin Schapiro, MAPOR Communications Coordinator, NORC at the University of Chicago

MAPOR members are all over AAPOR's conference in Chicago this year. We have collected some highlights for you; MAPOR members who are eager to share their work. Consider these sessions as you decide your AAPOR schedule!

Wednesday

Concurrent Session A: 12:45 PM – 2:15 PM

Session 11: Experiments in Using Incentives to Boost Response Rates

Location: Superior A

Money Talks: The Effects of Monetary Incentives on Earnings Response in SIPP

Shalise S. Ayromloo & Kelly R. Wilkin, US Census Bureau

Session 12: Methodological Research Using the General Social Survey

Location: Missouri

Neighborhood and Respondent Determinants of Panel Attrition

Tiffany S. Neman, University of Wisconsin – Madison

Survey Timings Across Measures and Modes: Examples of Survey Length Estimation from The General Social Survey (GSS)

Benjamin Schapiro, Rene Bautista & Jaesok Son, NORC at the University of Chicago

Concurrent Session B: 4:30 PM – 6:00 PM

Session 6: Diary Design: Mode, Device, and Diary Alternatives

Location: Superior B

Web Diary Data Collection to Capture Out-of-Home Media Measurement

Brian Wells, Hani Zainulbhai & Seth Brohinsky, Nielsen, SSRS

Thursday

Concurrent Session C: 8:00 AM – 9:30 AM

Session 5: Diary Design: Mode, Device, and Diary Alternatives

Location: Michigan B

Evaluating a Web/Mail Alternative to a National Face-to-Face Survey: Initial Results from the American Family Health Study

Brady West, Mick P. Couper, William G. Axinn, James Wagner, Rebecca Gatward, Htay-Wah Saw & Shiyu Zhang, University of Michigan

Session 7: Innovations in Election Polling

Location: Ontario

AP VoteCast's Application of Advanced Weighting Techniques to Improve the Reliability of Election Surveys

Nadarajasundaram Ganesh, Benjamin Skalland, Susan Paddock, David Sterrett & Jennifer Benz, NORC at the University of Chicago

Concurrent Session D: 10:15 AM – 11:45 AM

Session 1: Critical Data Needs: Policing, Incarceration, and Gun Violence

Location: Mississippi

Attitudes Toward Criminal (In)justice in the United States

Emily Alvarez, Jennifer Benz, Marjorie Connelly & Trevon Tompson, NORC at the University of Chicago

Session 11: It's Not You, It's Me: Effects of Interviewer Characteristics and Behavior

Location: Huron

Interviewer and Respondent Skin Tone: Further Evidence for Contextual Race

Eli Ornelas & Angelica Phillips, University of Nebraska-Lincoln

Poster Session #2: 2:45 PM – 3:45 PM

Location: Exhibit Hall

The Urban-Rural Digital Divide in Internet Access and Online Activities During the COVID-19 Pandemic

Angelica Phillips, Kirsten Olson, Jolene Smyth & Rachel Stenger, University of Nebraska-Lincoln & RTI International

Concurrent Session F: 3:45 PM – 5:15 PM

Session 1: COVID-19 Perspectives Across Generations

Location: Mississippi

OK, Boomer: Exploring Sociopolitical Attitudes within Gen Z

Betsy Broaddus, Dan Malato, Marjorie Connelly, Jennifer Benz & Trevor Tompson, NORC at the University of Chicago

Session 3: Can I Get Your Attention Please? Incentives Mode and Message Salience

Location: Erie

Effects of Mode and Incentives on Response Rates, Costs, and Response Quality in a Survey of Opioid Use among Young Adults

John Stevenson, Jennifer Dykema, Nadia Assad, Sarah Linnan, Jolene D. Smyth & Kristen Olson, University of Wisconsin Survey Center, University of Wisconsin-Madison & University of Nebraska-Lincoln

*Session 9: Creating and Maintaining Diverse and Inclusive Survey Panels: Challenges and Strategies**Location: Missouri*

How Does AmeriSpeak Panel Recruit, Engage, and Retain Diverse and Hard-to-Recruit Segments of the US Population?

J. Michael Dennis, Ipek Bilgen & David Dutwin, NORC at the University of Chicago

Friday

Concurrent Session G: 8:00 AM – 9:30 AM

*Session 1: Gender and LGBTQI Roles and Attitudes**Location: Mississippi*

Understanding Public Support for Policies Aimed at Gender Parity in Politics: A Cross-National Experimental Study

Timothy Gravelle, Andrea Carson, Victoria Bustamante Rodriguez, Lia Acosta Rueda & Leah Ruppanner, Momentive, La Trobe University & University of Melbourne

*Session 7: Innovations in Address-Based Sampling**Location: Missouri*

Examination of Auxiliary Information Appended to Address Based Samples in Mixed Mode Studies

Ipek Bilgen, David Dutwin, Grace Xie & Chang Zhao, NORC at the University of Chicago

Concurrent Session H: 10:15 AM – 11:45 AM

*Session 10: Let Me Put It This Way: Sensitive Topics in Questionnaire Design and Interviewing**Location: Colorado*

Interviewer-Respondent Interactional Patterns across Question Sensitivity and Respondent Race

Tiffany Neman, Jennifer Dykema, Dana Garbarski, Cameron Jones, Nora Cate Schaeffer & Dorothy Farrar Edwards, University of Wisconsin—Madison & Loyola University Chicago

*Session 11: Who Are You? Check All That Apply: Measuring Race, Ethnicity and Self Identification**Location: Huron*

Questioning Identity: How a Diverse Group of Respondents Answer Standard Questions about Ethnicity and Race

Dana Garbarski, Jennifer Dykema, Tiffany Neman, Cameron Jones, Nora Cate Schaeffer & Dorothy Farrar Edwards, Loyola University Chicago & University of Wisconsin—Madison

Concurrent Session I: 1:15 PM – 2:45 PM***Session 5: Shall You Choose or Should We? Testing Parallel vs. Sequential Multimode Designs***

Location: Michigan B

Has Anything Changed in a Decade? An Experimental Evaluation of Mail/Web Mixed-Mode General Population Surveys

Kristen Olson & Jolene D. Smith, University of Nebraska-Lincoln

Concurrent and Sequential Mixed-Mode Experiments Before and During the COVID Pandemic

Lindsey Witt-Swanson, Amanda Ganshert & Kristen Olson, University of Nebraska-Lincoln

Remember, You Can Complete This Survey Online! Adding a Web Survey URL to the Mail Questionnaire Cover in a Mixed-Mode General Population Survey

Amanda Ganshert, Lindsey Witt-Swanson & Kristen Olson, University of Nebraska-Lincoln

Session 8: The Horse Race: We Can't Tell Who Wins, But Know Pollsters Lose

Location: Ontario

Using Experimental Vignettes to Study how Survey Methods and Results Influence the Public's Evaluation of Public Opinion Polls

Allyson Holbrook, Paul J. Lavrakas, Timothy P. Johnson, Young Ik Cho, Andrew Crosby, Xiaoyan Hu, Evgenia Kapousouz, Polina Polskaia & Henning Silber, University of Illinois Chicago, NORC at the University of Chicago, University of Wisconsin-Milwaukee, Northwestern University, Pace University & GESIS Leibniz Institute for the Social Sciences

Session 3: Shall You Choose or Should We? Testing Parallel vs. Sequential Multimode Designs

Location: Superior B

Is it Worth It? Cost-Effectiveness and Quality Implications of a Final Mailing to Survey Nonrespondents

Joe Murphy, Saki Kinney, D. Ross Beall & Katie Lewis, RTI International & US Energy Information Administration

Concurrent Session J: 3:15 PM – 4:45 PM***Session 6: Measuring Sexual Orientation in Federal Surveys***

Location: Superior B

Choices Matter: How Response Options for Survey Questions about Sexual Identity Affect Population Estimates of Its Association with Alcohol, Tobacco, and Other Drug Use

Brady West & Sean Esteban McCabe, University of Michigan



Secretary Treasurer's Report

By: Lindsey Witt-Swanson, MAPOR Secretary Treasurer, University Of Nebraska-Lincoln

MAPOR finances remain strong! The recent webinar series generated \$1,695 in revenue from attendance fees and new memberships. As of late April our checking account has \$29,706.58 and the savings account has \$46,973.18.

Membership has rebounded from a lull over the past two years and currently sits at 360. MAPOR's highest membership was 367 in 2019 prior to the conference and we expect to surpass that number within the next few weeks. The current membership is composed of 288 non-students and 72 student members.

MAPOR Members - May 2022		
Non-students	288	80%
Students	72	20%
Total	360	100%

Thank you to everyone who participated in the MAPOR membership survey! We will report out on findings in the summer newsletter.



MAPORtraits

Evgenia Kapousouz, PhD Candidate, UIC

As a PhD student in survey methodology at the University of Illinois Chicago, MAPOR has helped me thrive professionally in various ways. MAPOR was the first conference I attended, and I presented my research. Although initially, I was nervous, I quickly realized how friendly the participants were. I received valuable feedback on my presentation, but most importantly, people were very welcoming with a positive attitude. They made me feel appreciated and a valuable member of the family. Throughout the years, I have made essential and beneficial connections I trust I will maintain.

I believe the conference is the ideal size for someone new in their career. It is small enough that everybody is genuinely interested in meeting the other participants and building strong connections, but large enough to meet new people every year, have multiple sessions simultaneously and be informative.

In 2019, I had the honor to be a member of the Executive Council as the Student Liaison, and my experience was amazing. The Executive Council has high adaptability in various circumstances. Most importantly, it is very student-oriented, finding new ways to support the students and introducing programs that students could benefit from, such as the MAPOR Fellowship Program, Paper Awards, and Travel Awards. They are always open to new ideas and initiatives. Their main concern is not only bringing new students every year but also retaining the students and making them permanent members. Thus I have been grateful that they go above and beyond to assist and support us by having a discounted registration for the conference, free Networking Lunch Buffet, free professional development through webinars during the year, and outings with students, mixers, etc. Although most of the activities revolve around the conference, there are plenty of opportunities to collaborate, network, and engage in different activities throughout the year. If you have any suggestions, please feel free to contact me at ekapou2@uic.edu, and I can share them with the Executive Council.

I am proud to be a member of the MAPOR family, and I look forward to the new initiatives and ideas.

MAPOR Vision

MAPOR is a leading voice in public opinion, survey, and social science scholarship, methods, and practice among regional professional associations. We are an inclusive and supportive community that enables our diverse members to achieve their educational, professional development, and networking goals.

MAPOR Mission

We provide high-quality educational and conference programs to encourage scholarly exchanges across disciplines and geographies, broaden member access to mentors and resources, and bolster opportunities for leadership and innovations. We join forces with AAPOR, academic institutions, and government and industry employers to develop a thriving community that supports all MAPOR members, including students, scholars, and professionals in every stage of their career.

2021-2022 MAPOR Executive Council

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